



**PGA**  
Employment Services

## CAREER NOTES May/June 2009

**By Dick Bradow, PGA Employment Consultant**

Perhaps at no other time has it been more critical for PGA Professionals to step up and meet the challenges of the day. With many facilities of all types under more financial stress than ever, employers are looking to their key department heads to maximize revenues while also cutting expenses. We want PGA Professionals to be regarded as someone who is best trained and best positioned to positively impact the financial bottom line while continuing to provide exceptional service to their customers.

Not too long ago, when club memberships were full, merchandise sales were strong, and corporate outings were booked months in advance, it was a matter of taking care of the operation and providing great service. Now, business as usual may not be good enough, and PGA Professionals must look for creative new ways to increase or maintain rounds, create new revenue streams, and do more with less.

The PGA Professional who can not, or chooses not to adapt to this new economic reality may be at risk. The PGA Head Professional or Director of Golf who embraces the challenge and is perceived to be part of the solution has an opportunity to put his or her training and experience to work for the benefit of the facility and their own career.

Most employers are seeking the highest and best combination of people, game, and business skills in their PGA Professional. On a recent PGA Employer Council conference call it was observed that today's PGA Professional needs to be the Manager / Marketer / Golf Professional and must be willing to "vault into the shoes of the person who has the bottom line pressure."

The good news is that most PGA Professionals already possess these skills to some extent, and those who want to upgrade any of these areas can improve their skills through training, professional development, and mentoring from fellow PGA Professionals. The important point is that once you clearly understand the skills employers are seeking and implement a plan to maximize your skills in those areas, your value as a PGA Professional increases.

PGA Professionals have several avenues to enhance their skills and meet the challenges of today's golf market. Many of those avenues have been captured in "Your PGA Blueprint for the Changing World" - available to PGA Professionals on PGALinks. The Blueprint is a multi-faceted program that will assist you in career and professional enhancement, facility management, growing the game, and more.

By taking advantage of the resources that are available to you and by providing value to your employer, you will validate the PGA of America's description of PGA Professionals as "The experts in the game and business of golf."

### **Important CareerLinks Reminder**

If you did not update your CareerLinks Profile by completing the 2009 PGA Membership Survey on PGALinks.com, you are no longer active in CareerLinks and will not be receiving job notifications for management positions such as Head Professional, Director of Golf, General Manager, etc. To be reactivated in CareerLinks, just go to the Employment Center on PGALinks.com and click on "**Edit/Update your CareerLinks Profile.**" Make sure you review and update all areas of the survey, including your work history, facility information, and future preferences.

The survey should take no more than 15-20 minutes and will make you active in CareerLinks immediately. Feel free to contact me if you would like to check on your CareerLinks status or would like to review your CareerLinks Profile.

Finally, I wish you much success as you go forward this season, and if I be of assistance in any way, please do not hesitate to call.

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